

## Claims

- [c1] 1. A method of profiling a user comprising:  
accessing first data including a first identifier for the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses;  
accessing second data including at least some of the network addresses and corresponding category information for each of the at least some of the network addresses; and  
generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information.
- [c2] 2. The method of claim 1, wherein generating the profile comprises:  
creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;  
comparing data for the user within the table to existing profiles including a first profile; and  
associating the user with a first profile.
- [c3] 3. The method of claim 1, further comprising matching the network addresses that are common to the first and second data.
- [c4] 4. The method of claim 1, further comprising:  
selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and  
sending the first marketing information to the user.
- [c5] 5. The method of claim 4, wherein:  
selecting is performed by a network access provider; and  
the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.
- [c6] 6. The method of claim 4, wherein:

at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and  
the first marketing information comprises an offer to sell the item.

- [c7] 7. The method of claim 4, wherein:  
selecting comprises selecting the first marketing information and a second marketing information; and  
the method further comprises applying a filter, wherein:  
the second marketing information is filtered out and the first marketing information passes; and  
applying the filter is performed before sending.
- [c8] 8. The method of claim 1, further comprising selling the user profile.
- [c9] 9. The method of claim 1, wherein:  
accessing the second data comprises accessing the corresponding category information from a third-party source; and  
the corresponding category information includes meta tags for the network addresses.
- [c10] 10. A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of profiling a user, the method comprising:  
accessing first data including a first identifier for the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses;  
accessing second data including at least some of the network address and corresponding category information for each of the at least some of the network addresses; and  
generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information.

- [c11] 11. The data processing system readable medium of claim 10, wherein generating the profile comprises:  
creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;  
comparing data for the user within the table to existing profiles including a first profile; and  
associating the user with a first profile.
- [c12] 12. The data processing system readable medium of claim 10, wherein the method further comprises further comprising matching the network addresses that are common to the first and second data.
- [c13] 13. The data processing system readable medium of claim 10, wherein the method further comprises:  
selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and  
sending the first marketing information to the user.
- [c14] 14. The data processing system readable medium of claim 13, wherein:  
selecting is performed by a network access provider; and  
the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.
- [c15] 15. The data processing system readable medium of claim 13, wherein:  
at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and  
the first marketing information comprises an offer to sell the item.
- [c16] 16. The data processing system readable medium of claim 13, wherein:  
selecting comprises selecting the first marketing information and a second marketing information; and  
the method further comprises applying a filter, wherein:  
the second marketing information is filtered out and the first marketing

information passes; and

applying the filter is performed before sending.

[c17] 17. The data processing system readable medium of claim 10, wherein the method further comprises selling the user profile.

[c18] 18. The data processing system readable medium of claim 10, wherein:  
accessing the second data comprises accessing the corresponding category information from a third-party source; and  
the corresponding category information includes meta tags for the network addresses.

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